

Study Area Context

2.1 Transportation

Cascade Avenue and Campbellton Road are important corridors in the context of Southwest Atlanta providing valuable east-west connections from I-285 to the in-town neighborhoods of Atlanta. While I-20 and Langford Parkway provide regional freeway connections into central Atlanta, there are only a limited number of other east-west connections including; MLK Jr. Drive, Benjamin E. Mays Drive, Cascade Road/Avenue, and Campbellton Road.

These roads will continue to face regional traffic pressure and certainly play an important role in the regional transportation network but, this role should always be balanced against the goals and needs of the neighborhoods and communities that these roads travel through. Cascade Avenue and Campbellton Road are important “community” corridors, as well as, “transportation” corridors and these two roles should be balanced.

Transit

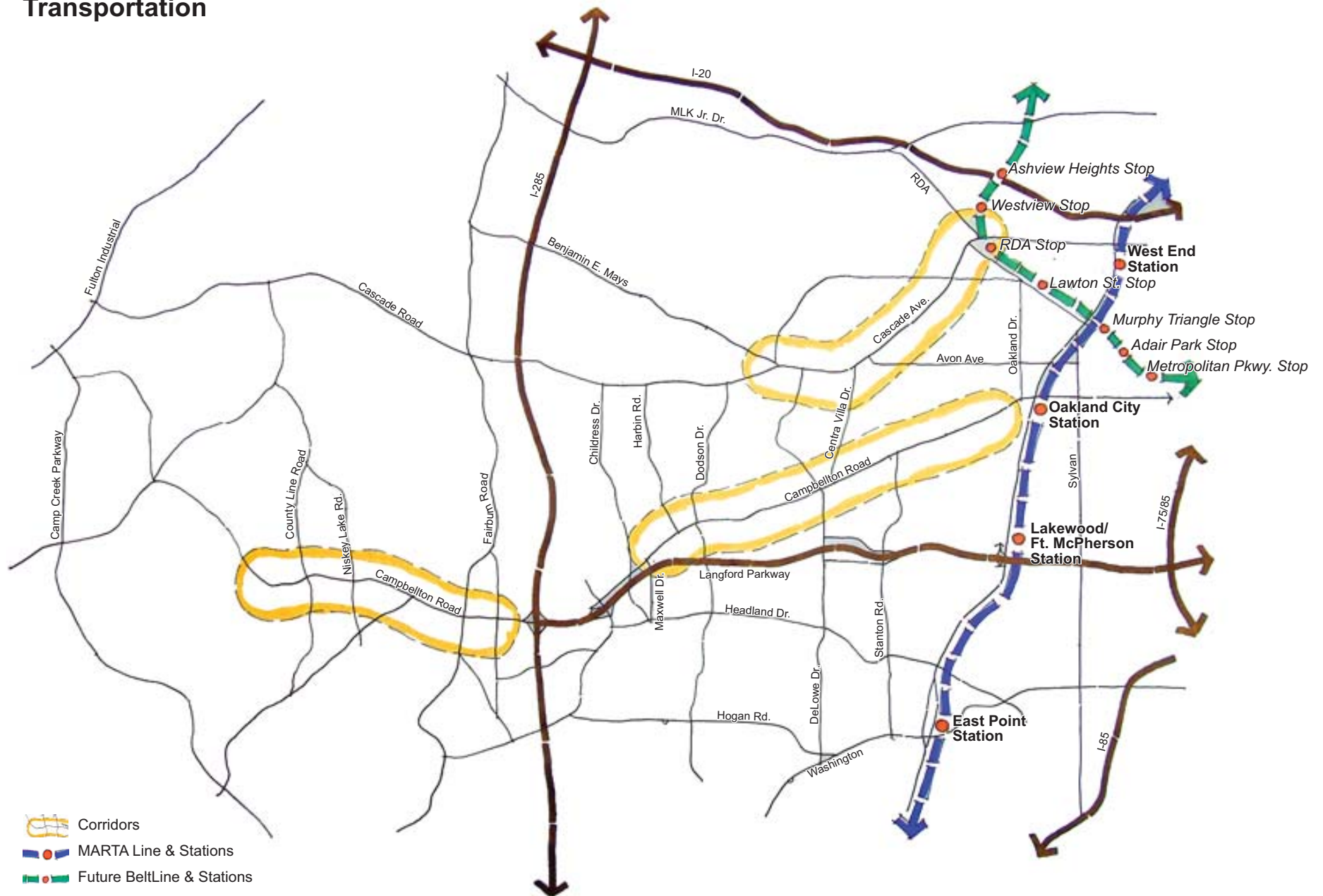
The West End, Oakland City, and Lakewood/Fort McPherson MARTA rail stations play important transit roles for these corridors. Cascade Avenue and Campbellton Road are the primary feeder bus corridors for Southwest Atlanta, feeding into the West End and Oakland City stations. The role of the Lakewood/Fort McPherson station will become more significant with the future redevelopment of Fort McPherson.

The BeltLine

The proposed BeltLine will connect greenspace, multi-use trails, transit and new redevelopment along 22-miles of historic rail lines that encircle the urban core of Atlanta. The BeltLine route crosses under Cascade Avenue at the intersection of R.D. Abernathy Boulevard with a future transit station and potential redevelopment.

Study Area Context

Transportation



2.2 Planning Initiatives

The Southwest Atlanta Comprehensive Development Plan (1998) includes a number of land use, open space, and transportation recommendations that have been carried forward and reinforced in this plan.

The NPU-S Comprehensive Plan (2005) covers the eastern portion of Cascade Avenue and Campbellton Road and outlines a specific set of neighborhood revitalization, land use, transportation, and open space projects. Its recommendations have informed this planning effort, most notably the desire to revitalize the neighborhood commercial node at Cascade Avenue and Beecher Street, and neighborhood traffic calming.

The BeltLine Redevelopment Plan (2005) outlines the wide range of redevelopment opportunities associated with the proposed 22-mile BeltLine transit and greenway corridor. A tax allocation district (TAD) has already been approved to help fund redevelopment efforts along the corridor. A specific development node and transit stop has been identified at the Cascade Avenue and R.D. Abernathy Boulevard intersection.

The Oakland City/Lakewood LCI (2005) outlines redevelopment opportunities around the Oakland City and Lakewood/Fort McPherson MARTA stations on the eastern end of the Campbellton Road corridor. The focus of development around the Oakland City station establishes a pattern of mixed-use centers that influences the approach to redevelopment along Campbellton Road.

The Greenbriar Town Center LCI (2001) describes a vision for the redevelopment of this important commercial center in Southwest Atlanta. While major redevelopment has been slow in coming, the pending sale of the mall is an important step towards reinvestment. This area will continue to be the primary

location for focused commercial, office, and residential development, and redevelopment proposals for Campbellton Road will reflect this.

Prepared for the Atlanta Development Authority (ADA) the ***Comparative Analysis of Redevelopment Incentive Tools (2005)***, evaluates the potential/ability to utilize tax allocation districts in key redevelopment corridors relative to the impact of the Belt-Line TAD. The study generally concludes that there is available room for additional TADs even with the BeltLine, and that the Campbellton Road corridor is a strong candidate.

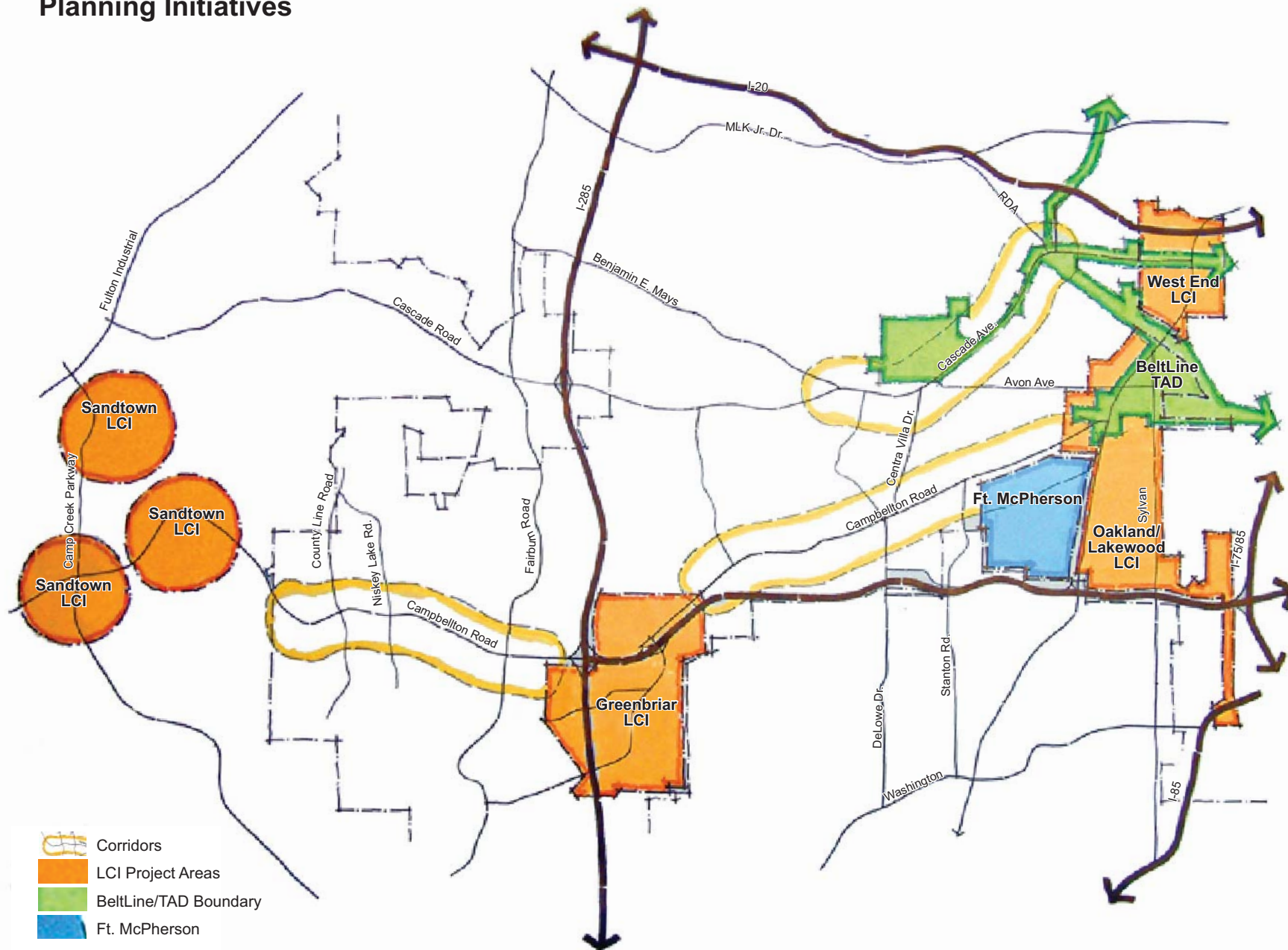
The New Century Economic Development Plan for the City of Atlanta (2004), spearheaded by Mayor Franklin, lays out a city-wide economic development strategy with a key goal to increase economic vitality in underserved areas such as Southwest Atlanta. The Campbellton Road corridor is one of six Development Priority Areas identified city-wide.

The Sandtown LCI (2002), prepared by Fulton County, outlines the vision for development along Campbellton Road west of the city. This plan focuses on three “villages” that concentrate development and manage growth.

The Campbellton Road Corridor Smart Growth Study (2001) describes a general vision of the Campbellton West corridor within the city that focuses new development in the Fairburn/Barge Road area.

The ***redevelopment of Fort McPherson*** will be a major influence on the future of Campbellton Road and surrounding neighborhoods. The base planning effort is just beginning and this corridor plan will suggest some initial strategies for reconnecting this base to Campbellton Road.

Planning Initiatives



2.3 Land Use

A generalized view of existing land use provides a useful perspective on the pattern of use around these corridors. This pattern highlights the land use transition that occurs in Southwest Atlanta from; the historic urban neighborhoods of West End, Westview, and Oakland City, to the “first-ring” suburban neighborhoods of Adams Park, Venetian Hills, and Cascade Heights, to the rapidly suburbanizing Ben Hill community, west of I-285. Each of these conditions represents a unique context that will drive different planning approaches.









Cascade Avenue sits within the context of Atlanta’s historic neighborhoods and early first-ring suburban neighborhoods. The area is a great example of a traditional neighborhood pattern with a dense network of streets and blocks tightly woven with residential, neighborhood commercial, schools, churches, and parks, all within easy walking distance. Key revitalization issues include strengthening the traditional commercial nodes, enhancing the pedestrian environment and managing the growing impacts of traffic on the surrounding neighborhoods.

Campbellton Road – East sits firmly in the context of Atlanta’s first-ring suburbs. This corridor provided the location for the area’s initial commercial strip development including Campbellton Plaza (developed in the 1950s as one of the City’s first strip centers) and Greenbriar Mall developed in the late 1960s. This older commercial and multi-family corridor is aging and in many cases ready for redevelopment. Key revitalization issues include establishing a more pedestrian-friendly pattern of development and carefully integrating redevelopment into the surrounding neighborhoods.

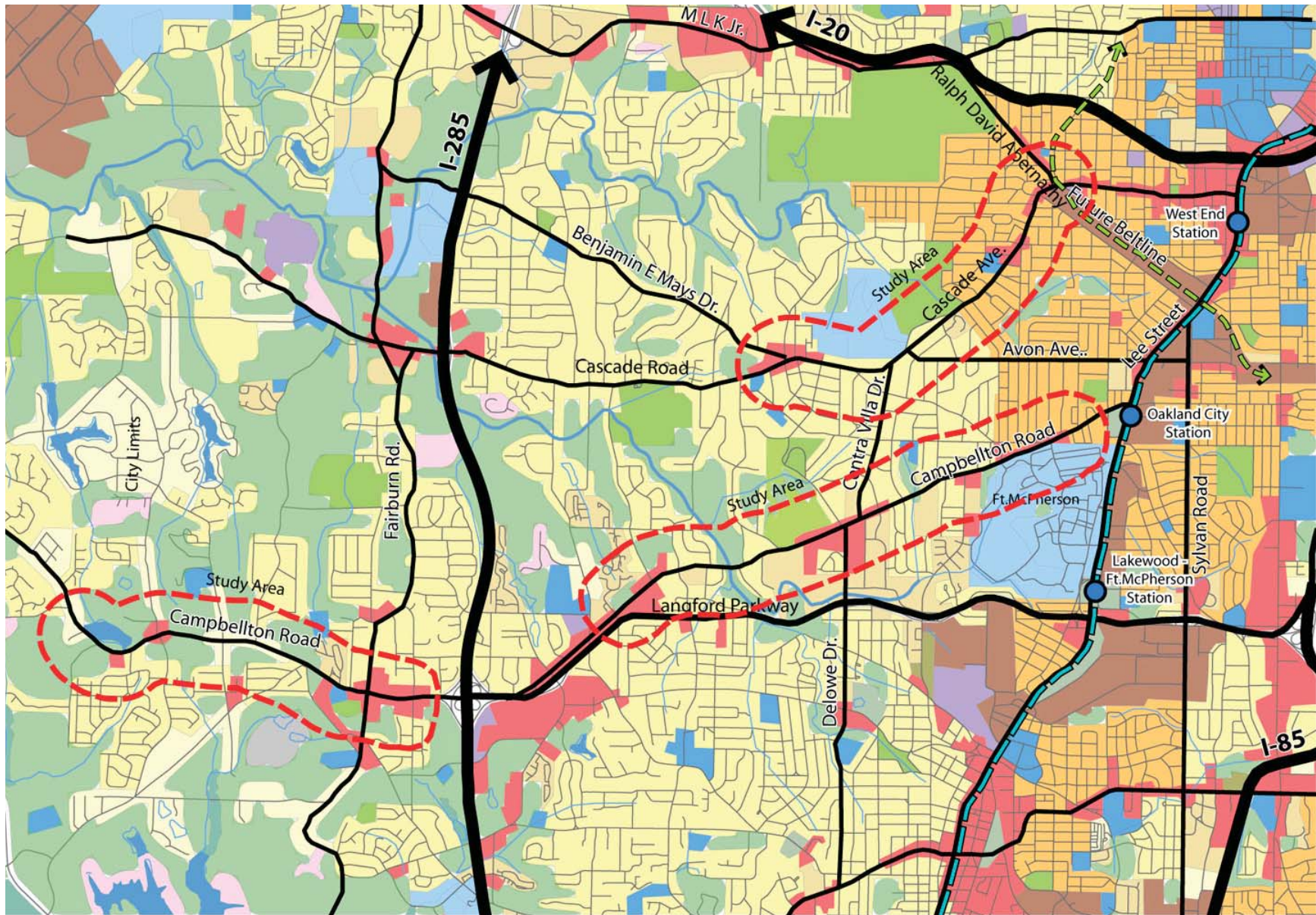
Campbellton Road – West sits on the edge of new suburban development. Its access to I-285 makes this a prime corridor for new suburban residential development outside the Perimeter.

The area is transitioning from “rural” to “suburban” and lacks a good network of streets and blocks. Therefore, this residential growth continues to put pressure on the few existing rural roads and major corridors like Campbellton Road. Key revitalization issues include planning for needed street network and focusing commercial services in key locations.

Legend

	Low Density Residential
	Medium Density Residential
	Commercial
	Institutional
	Industrial
	Parks and Open Spaces
	Forest Areas / Tree Cover
	Water Feature

Land Use



Source: ARC generalized existing land use cover

2.4 Parks & Civic Resources

The Cascade Avenue and Campbellton Road corridors connect to a wide array of parks and civic facilities, many of which front directly on these corridors. These resources include parks, schools, libraries, and numerous churches. They are an important part of the character of Southwest Atlanta and their accessibility should be maximized. Cascade Avenue and Campbellton Road are in many cases the “front door” to these valuable resources and the character and function of these corridors should reflect this role.

Notable Park and Civic Resources:

The BeltLine – this future transit and greenway will be a tremendous asset to the surrounding neighborhoods.

Connally Elementary School – fronts on Cascade Avenue and is a pedestrian destination for children throughout the neighborhood.

John A. White Park & Golf Course – provides a beautiful edge to Cascade Avenue and is a unique regional facility.

Cascade Springs Nature Preserve – is a rare natural open space in the city.

Adams Park – is a central feature of the neighborhood and is potentially accessible from both Cascade Avenue and Campbellton Road.

Holmes Memorial Golf Course – is another of the area’s public golf courses and sits across from Adams Park.

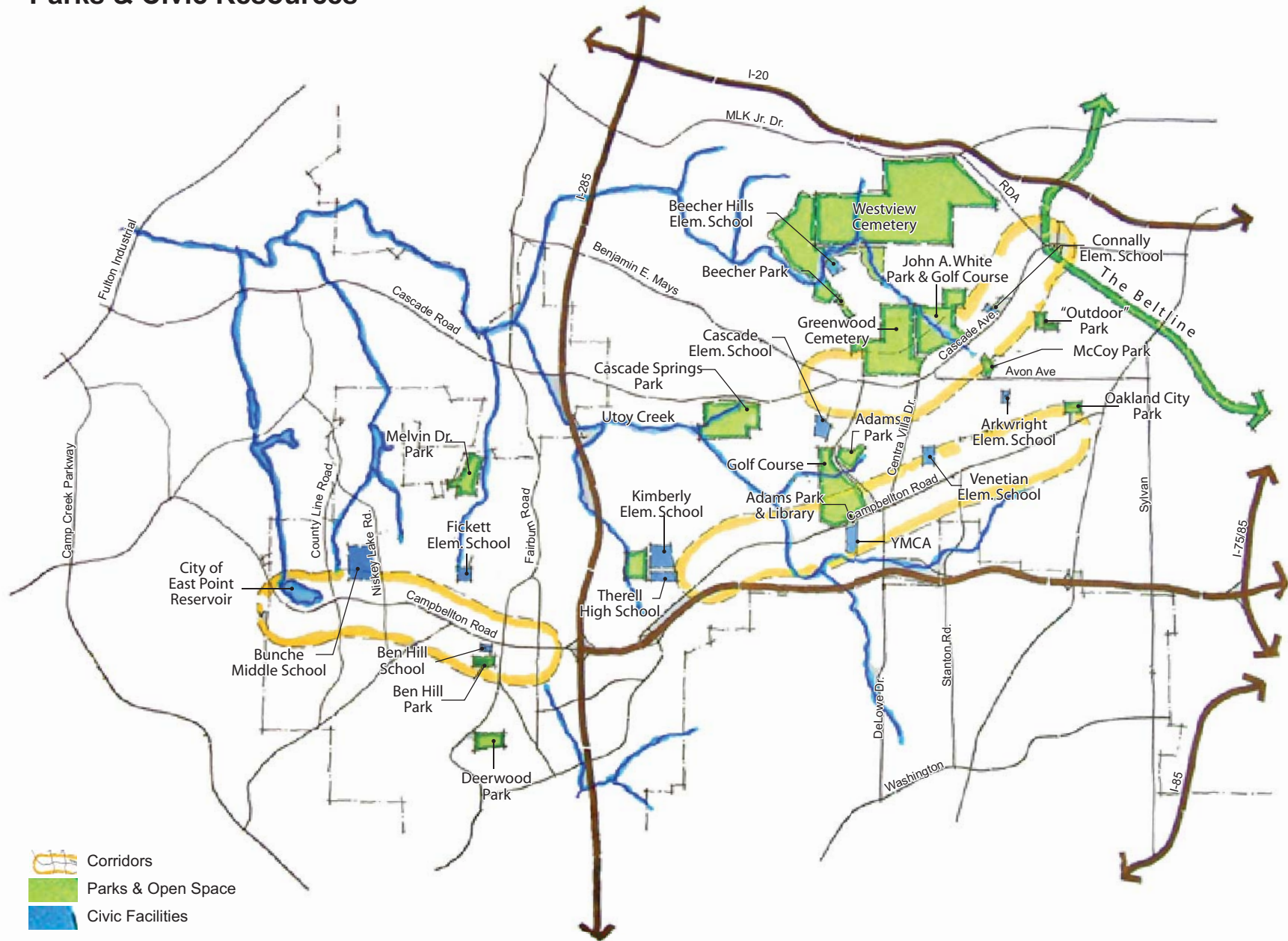
Adams Park Library – is located on Campbellton Road across from the YMCA and is an important civic feature of this corridor.

Southwest Atlanta YMCA – is the active recreational destination for Southwest Atlanta.

Ben Hill Community Park – is an important park west of I-285 and includes a community center.

The Ben Hill School – although currently vacant, this is an historic educational landmark in the Ben Hill community.

Parks & Civic Resources



2.5 Commercial and Multi-Family Land Use

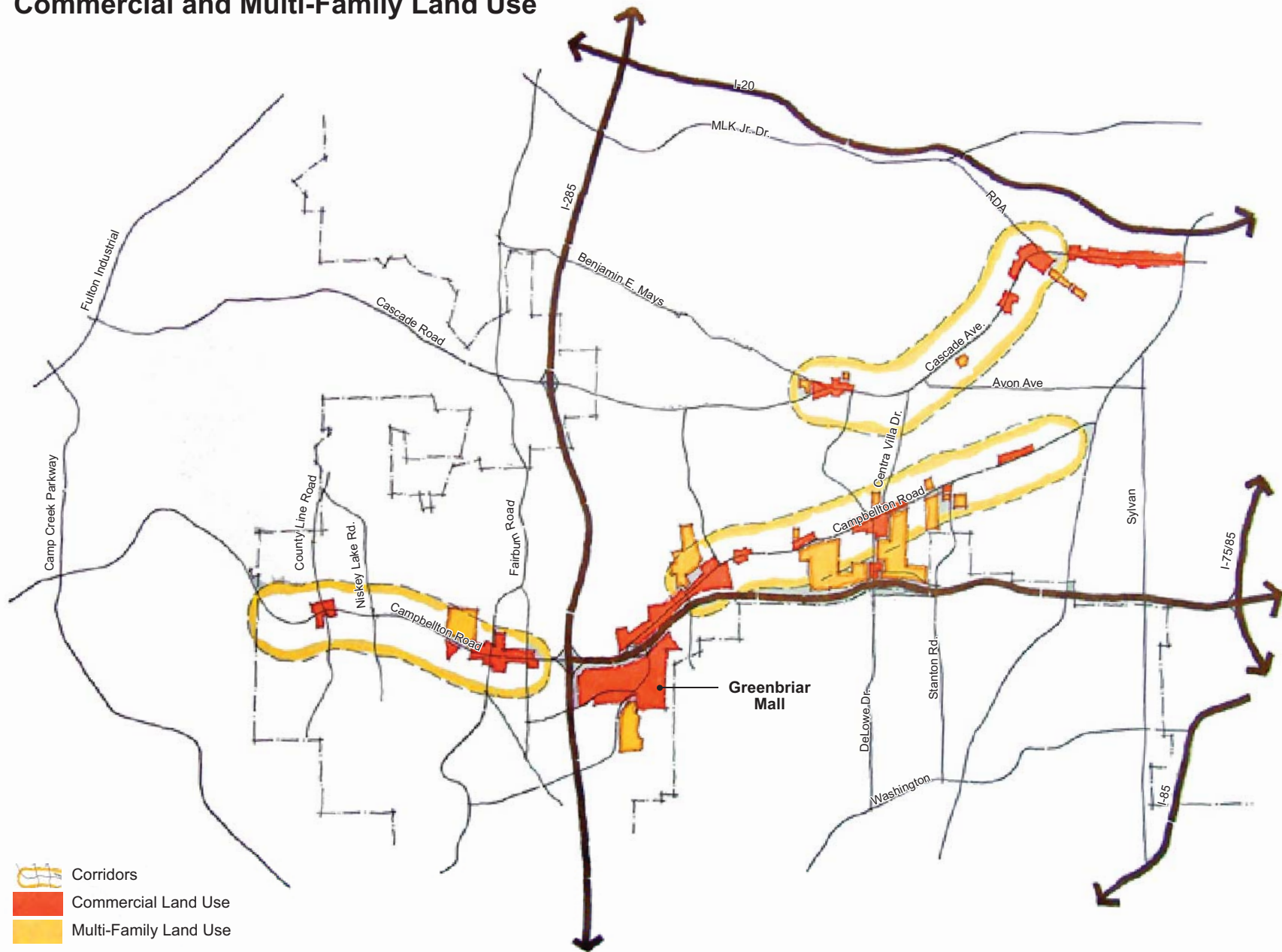
Highlighting just the existing commercial and multi-family land use further illustrates the different land use roles each of these corridors play.

Cascade Avenue has relatively little multi-family development. The corridor runs through a primarily single family area with focused neighborhood commercial nodes at Benjamin E. Mays Drive and at Beecher Street, and a larger commercial concentration at Ralph David Abernathy Boulevard.

Campbellton East has a much larger concentration of commercial and multi-family use with the largest focus of commercial development in and around Greenbriar Mall. The area around Delowe Drive includes a significant amount of multi-family apartment complexes surrounding a core of commercial strip development.

Campbellton West, like Cascade Avenue, has a relatively small amount of existing multi-family use. Yet, unlike Cascade Avenue, this corridor has a significant amount of undeveloped land and is rapidly growing. Commercial uses are concentrated in the Fairburn/Barge Road area and at County Line Road.

Commercial and Multi-Family Land Use



2.6 “Three Corridors”

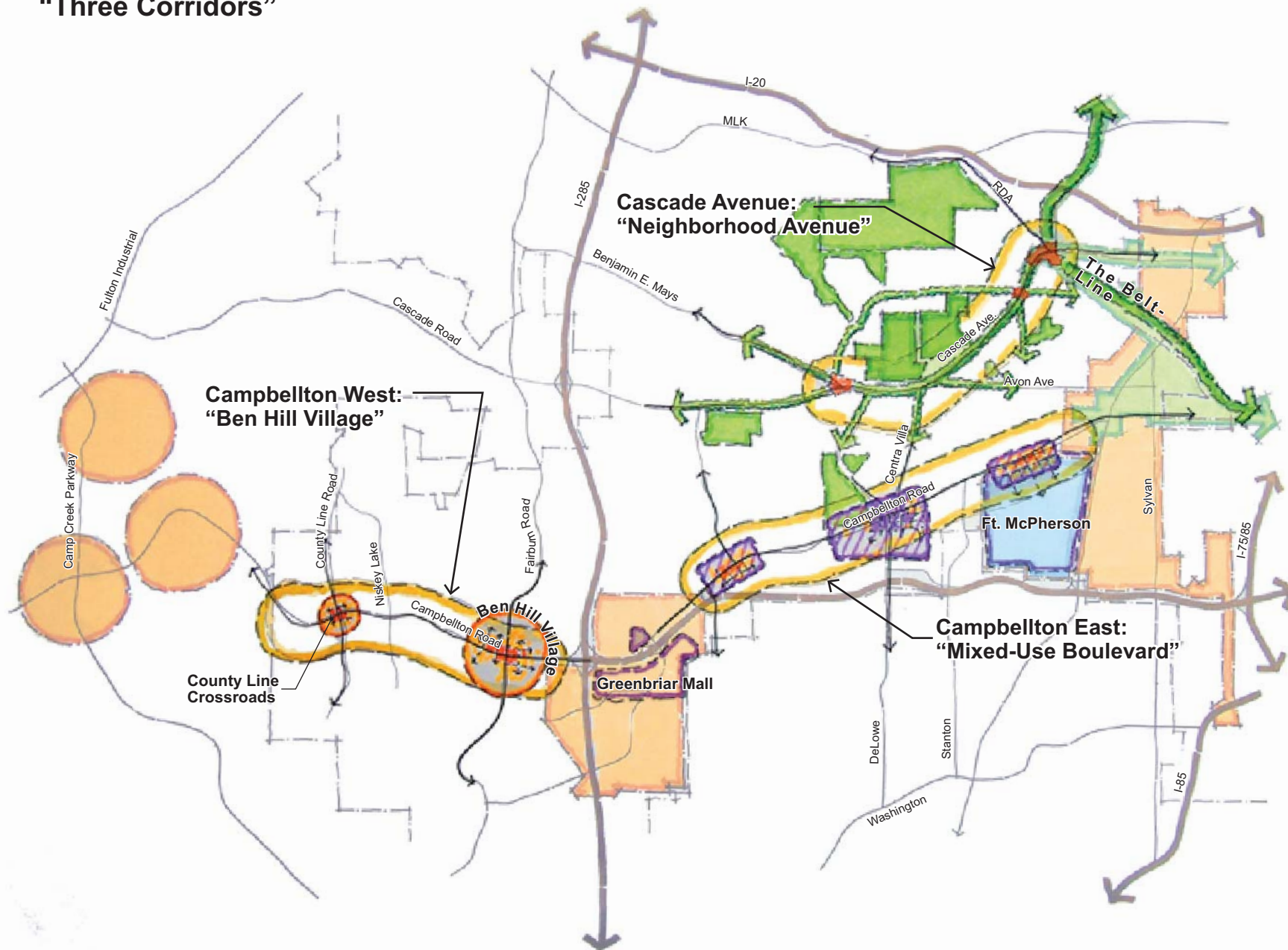
As the description of the Study Area illustrates, the character and context of these three corridors are quite different. Understanding these differences is an important step in shaping their future.

Cascade Avenue is a “neighborhood avenue” that runs through revitalizing and historic urban neighborhoods. It includes valuable neighborhood-scaled commercial nodes that should be strengthened and protected. It is the “address” for the community’s churches, schools and parks. The plan for Cascade Avenue needs to reflect these important roles.

Campbellton Road East is a “mixed-use boulevard” that is a vital corridor in Southwest Atlanta. It is, and should continue to be, the community’s destination for commercial services and a range of housing opportunities. The redevelopment initiatives at both Fort McPherson and Greenbriar Mall will only make Campbellton Road a more valuable connection and destination for redevelopment.

Campbellton Road West is part of a “Ben Hill Village” node. While this corridor is an important transportation conduit to I-285, successful revitalization will hinge on transforming this area into an identifiable destination for community retail, office and residential. A redevelopment plan that supports new street network, parks, mixed-use, and civic institutions will help focus the rapid growth in this area into a more successful community and economic development model.

“Three Corridors”



2.7 Future Real Estate Demand 2005-2010

Based on an analysis of demographic, employment, and real estate trends, the following estimates of future residential, retail and commercial development in the Campbellton-Cascade Corridor were prepared. These projections will form the basis for development recommendations within each corridor. Demand has been determined for two sub-areas: 1) Campbellton East/Cascade and 2) Campbellton West.

Residential

Future residential demand will come from two primary sources: turnover (existing households in the area which move each year) and growth (new households from outside the area moving into the area). Estimated demand from these sources over the next five years is shown in table 2-1.

In Campbellton East/Cascade, there will be demand for an additional 1,017 single family units by 2010, of which 152 units will be demand from household growth and 865 units of demand from turnover of owner and renter households in the Study Area. In Campbellton West, there will be demand for 504 single family units over the next five years, of which 119 will be from household growth and 385 from turnover of existing owner and renter households. In addition to single-family owner units, there will be demand for 883 townhome/condo units in Campbellton East/Cascade by 2010 versus 158 units in Campbellton West.

In addition to single-family owner units, there will be a total demand for 4,199 rental units in Campbellton East/Cascade versus demand for 928 rental units in Campbellton West over the next five years.

Thus, total housing demand in Campbellton East/Cascade will be 6,099 units, averaging 1,220 units per year. In Campbellton West, there will be demand for 928 units or 186 units per year.

Table 2-1: Residential Demand 2005-2010

	Campbellton E/Cascade	Campbellton West
I. OWNER DEMAND		
Single Family Owner Demand		
from Household Growth	152	119
from Turnover	865	385
Total	1,017	504
Townhome / Condo Demand		
from Household Growth	133	38
from Turnover	750	120
Total	883	158
II. RENTER DEMAND		
Renter Demand		
from Household Growth	294	23
from Turnover	3,905	905
Total	4,199	928

Source: Key Advisors

Study Area Context

Retail

Additional retail demand in the corridor will come from two sources. First, retaining 15% of current retail “leakage” from resident spending that is going outside of the Study Area would support an additional 84,000 square feet of retail space, of which 56,000 square feet would be in Campbellton East/Cascade and 28,000 square feet in Campbellton West.

Second, there will also be an increase in retail demand due to household growth over the next five years. In the Market Analysis, we used estimated population growth data for 2005-2010 provided by ESRI. However, based on the actual sale of 250 new residential units in the Study Area in 2005, we believe the ESRI estimates to be too conservative and therefore estimate there will be an additional 2,000 households in the Study Area over the 2005-2010 period, versus the 761 households estimated by ESRI. The future growth in households will support an additional 86,848 square feet of retail development in Campbellton East and 22,284 square feet of additional retail space in Campbellton West over the 2005-2010 period. Thus, over the next five years, there will be demand for an additional 142,848 square feet of retail space in Campbellton East/Cascade and 50,284 square feet in Campbellton West.

Table 2-2: Study Area Growth in Retail Expenditures

	Campbellton East / Cascade	Campbellton West
2005 Retail Expenditures	\$151,673,795	\$58,350,602
Retail Expenditures per HH	\$11,576	\$18,246
2005-2010 Household Growth (based on residen- tial sales)	1,720	280
Additional Retail Expendi- tures	\$19,910,720	\$5,108,880
Additional Retail Square Feet from Study Area Growth	86,848	22,284
Additional Retail Square Feet supported by retained spending by existing resi- dents	56,000	28,000
Total Additional Retail Demand	142,848	50,284

Source: ESRI/Key Advisors/Smartnumbers

Study Area Context

Office & Industrial Demand

Estimates of future demand for office and industrial space were determined by considering the impact of projected employment growth in the corridor. As shown in Table X, based on the 11,682 employees working in Campbellton East/Cascade, an estimated 3,046 employees work in office settings and 1,457 employees work in industrial space. Of the 1,820 employees who work in Campbellton West, 514 employees work in office space and 442 employees work in industrial space (The balance of employees are either self-employed or work in retail settings).

Office

Demand for office space will increase modestly due to projected population and job growth in the area. In addition, we believe new office space will be able to draw a segment of current area businesses located in retail centers who will seek a higher quality office environment. We estimate that Campbellton East/Cascade can support 72,600 square feet of additional office space over the next five years based on projected employment growth. In Campbellton West, we estimate employment growth will result in 12,600 square feet of new office space over the next five years. The demand will largely be from entrepreneurial business, professional office and personal and business services.

Industrial

Due to projected job growth in industrial/warehouse-related occupations in the area, there is demand for 95,200 square feet of additional industrial space in Campbellton East/Cascade and 28,800 square feet in Campbellton West. However, it is unlikely that much of this demand will be met from new development in the Study Area due to the current high vacancy rate of 17% in the Airport/South Fulton Industrial Submarket, as well as in the Metro Atlanta Industrial Market overall, and escalating land

prices in the Study Area to levels that do not support industrial development. Industrial companies typically prefer to locate in space with lower rent and optimal access to major regional highways. If new industrial space in the Study Area is created, it would probably be located along Lee Road, just east of the Study Area, or be incorporated as part of the redevelopment of Fort McPherson.

Table 2-3: Study Area Employment Growth & Office/Industrial Space Demand

	2005	2010	Change	Square Feet
Campbellton-E /Cascade	11,682	12,613	931	
Office Employment*	3,046	3,288	242	72,600
Industrial Employment**	1,457	1,576	119	95,200
Campbellton West	1,820	1,969	149	
Office Employment*	514	556	42	12,600
Industrial Employment**	442	478	36	28,800

Source: Key Advisors/Claritas/ARC

*Based on a ratio of 300 sq. ft. per employee

**Based on a ratio of 800 sq. ft. per employee

Study Area Context

Real Estate Demand Summary

While it is certainly not the mission of this study to simply follow or meet the current market demand, this demand analysis provides a useful glimpse into the market pressures that are in play in these corridors. This demand analysis, along with public input throughout this process, have helped guide and inform development recommendations within each corridor. Some key observations include:

Residential:

- There is a strong residential demand in the Study Area for a range of housing types.
- Significant opportunity for senior housing as a segment if this residential demand.

Retail:

- Moderate opportunity in the short term but could be strengthened by integrating new residential into mixed-use commercial projects.

Office:

- Moderate opportunity with a focus on entrepreneurial businesses, professional office, and personal/business services.
- A focused strategy could include targeting medical office/ services into a mixed-use development project.

Industrial:

- Little opportunity as these corridors are not good candidates for new industrial development (except for possibly as part of the redevelopment of Fort McPherson).

Table 2-4: Summary Real Estate Demand (2005-2010)

	Campbellton East & Cascade Ave.	Campbellton West
Residential		
Single Family	1,017 units	504 units
Condo/Townhome	883 units	158 units
Multi-Family	4,199 units	928 units
Retail	142,848 s.f.	50,284 s.f.
Office	72,600 s.f.	12,600 s.f.
Industrial	95,200 s.f.	28,800 s.f.

2.8 Key Issues for Development

The Campbellton-Cascade Corridor Study Area encompasses a large portion of Southwest Atlanta. This highly diverse area includes many of the city's older, more established neighborhoods, as well as some of its newly developing neighborhoods on the western periphery. The area also includes major retail locations and public amenities, such as parks, recreational facilities, and libraries. From our research of this diverse area, discussions with the development community, meetings with community stakeholders and responses from the charrette process, the following opportunities and issues emerged which guided the creation of the development strategy for the Study Area.

Opportunities:

Changes in the growth patterns of the City of Atlanta, and the Atlanta region and an unprecedented shift in many of the economic anchors which define the area are providing important positive momentum for future development in the Study Area.

1. ***Seizing the Opportunity Created by Dynamic Regional Growth***—The Study Area encompasses some of the more urbanized portions of Southwest Atlanta and is part of a larger area of the Atlanta metro region which is experiencing unprecedented growth. Many developers and retailers have begun to recognize the opportunities that Southwest Atlanta/South Fulton has to offer, thus attracting more development over the past five years than in any recent decade; and, the trend appears to be continuing.

Some key points:

- In 2005 there were 4,488 new housing units sold in the Southwest Atlanta/South Fulton market area within 225 subdivisions, as indicated in the market analysis, which represents a dramatic increase from trends just a few short years ago.

- Conservative estimates predict a 4.4% increase in population over the next five years, contributing to the overall growth of the City of Atlanta.
 - Since the Olympic period, the City of Atlanta reversed a period of population decline which began in the 1960s and is growing again. For example, between 1990-2000 the city grew 5.6% adding 22,457 new citizens, and grew an additional 4.8% between 2000-2005 adding 16,974 new residents.
2. ***Major New Catalytic Developments are Occurring in and around the Study Area***—The Study Area is undergoing a period of great change in the major economic “anchors” which provide jobs and income to its residents. Just some of the changes include:
 - The closure and future reuse of Fort McPherson
 - The creation of the southwest portion of the BeltLine
 - Redevelopment of the Lakewood Fairgrounds site
 - Camp Creek/Princeton Lakes retail and industrial development
 - The repositioning and potential redevelopment of Greenbriar Mall and surrounding commercial properties
 - The expansion of Hartsfield-Jackson Airport
 - Reinvestment in the West End Mall and surrounding area

The impacts of these developments are hard to gauge since many are still in the planning stages or have occurred so recently that their long term impacts are difficult to determine. However, it is clear that the cumulative effect of these “anchor” projects on the Study Area will be profound in terms of job creation, the infusion of new investment funding, the need for public infrastructure improvements and the attraction of interest in new development in the Study Area in general.

Study Area Context

Issues:

The Study Area faces a number of significant issues which derive from its current condition which, if left unattended, will impact its ability to capitalize on future development opportunities:

1. ***The area is not attracting its “fair share” of regional growth***—The Study Area, due in part to its nature as the oldest developed area of Southwest Atlanta/South Fulton, has not been capturing the same level of growth that is occurring in areas to the south and west. Additionally, reinvestment has likely also been inhibited by a perception of crime and safety issues in many of the existing commercial areas arising from substantial pockets of low-income residents, as well as aging and worn commercial areas which detract from the overall appeal of the area.
2. ***Lack of Jobs***—Unlike almost any other part of the city, the Study Area contains few major employment locations other than in the retail sector. The loss of the automotive retailing along Campbellton, the stagnation of the Greenbriar Mall retail area and the recent decision to close Fort McPherson have all weakened employment in the Study Area. The area also has to compete with larger surrounding employment nodes, such as Fulton Industrial Park, Downtown Atlanta, the Atlanta University Center and Hartsfield-Jackson Airport, with the Study Area serving as a bedroom community for this portion of the city.
3. ***Concentrations of low- and moderate income households***—Within the overall Study Area there are several areas with a very high concentration of older rental apartment complexes. As a result, these areas have high concentrations of low- and moderate-income rental households which limit their appeal for new investment.
4. ***Shift from a regional to a local retail destination***—Historically, parts of the Study Area served as an important regional retail destination for automotive, auto repair and mall-related purchases. As these uses have left the area for more outlying locations such as West Cascade, Camp Creek and South Fulton, large retail areas have stagnated or become vacant. The retail demand from residents of the Study Area is significant, but not large enough to support the regional retail destinations of the past. This has resulted in much of the Study Area being passed over by new retail outlets which choose to locate closer to vibrant, developing areas such as Camp Creek, or West Cascade. As the older retail areas stagnate, a downward cycle in the quality of tenants, merchandise and services offered occurs, leading to further retail leakage from the Study Area.
5. ***The conversion of a large segment of the single-family housing to rental occupancy***—In many of the well-established residential areas in the Study Area there has been a long-standing pattern of older owners moving from the area resulting in single-family homes being converted to rental occupancy. As a result of absentee ownership and other factors, the units are more likely to be poorly maintained and managed, attracting less desirable tenants into previously stable neighborhoods, lowering property values and deterring reinvestment by adjacent homeowners.

Study Area Context

A Development Strategy

Consideration of both the opportunities and issues facing the Campbellton-Cascade Corridor suggests the following guiding principles in the creation of a housing and economic development strategy for the Study Area:

1. **Improve the Investment Environment to Attract a “Fair Share” of Regional Growth**—Given the dynamic nature of the City’s current development environment, a key development goal is to remove the impediments to attracting more regional investment into the area, so that the Study Area will receive its “fair share” of the development pie. Capitalizing on the investment in the BeltLine, optimizing the reuse of Fort McPherson, and assembling sites ready for redevelopment are examples of strategies that will increase the Area’s capture of regional growth.
2. **Preserve and Enhance the Residential Neighborhood Character**—The Study Area includes many traditional, well-established neighborhoods with an attractive housing stock. These areas should be preserved and enhanced as the building blocks for the future.
3. **Improve the Appeal of the Commercial Areas**—The appeal of the existing commercial areas needs to be enhanced through the application of a variety of strategies including, concentrating the retail at key intersections as well as discouraging additional retail development between these key nodes, allowing mixed-uses in commercial areas to create additional vitality and demand for the services provided, linking community services to these commercial areas to increase demand, and providing updated streetscape and pedestrian improvements to improve the curb appeal of these areas to make them more pedestrian friendly.
4. **Attract Uses at Key Redevelopment Locations that Expand Employment Opportunities**—With the future of so many of the economic anchors of the Study Area in transition, identifying redevelopment opportunities which would expand employment opportunities for residents of the Study Area should be a high priority. This strategy would stimulate the growth of the economic base of the Study Area and thereby increase economic opportunities for its residents.
5. **Redevelopment will Require an Effective Public-Private Partnership**—Many small actions by private interests are occurring in the Study Area which give reason for optimism regarding the future development of the area. However, concerted public action will be required to provide catalysts that would attract greater amounts of private investment into the Study Area, recognize the challenges inherent in redevelopment, and identify the wide range of other opportunities available in the City today. The City, through its development agency the Atlanta Development Authority, will need to position and promote the incentives and sites which can serve as catalysts in attracting new private investment in the Study Area.